

Unified Health Communication:

Addressing Health Literacy, Cultural Competency, and Limited English Proficiency





Module 2—Health Literacy

The key points to take away from this module are:

- Health literacy impacts health outcomes, health care costs, and quality of care
- Limited health literacy is more common than you may realize
- According to the American Medical Association, poor health literacy is "a stronger predictor of a person's health than age, income, employment status, education level, and race"
- Health literacy is defined as the degree to which individuals have the capacity to obtain, process, and understand the basic health information and services needed to make appropriate health decisions
- A person's health literacy level affects his or her ability to use the health care system
- Health literacy is not a static trait
- Multiple factors influence health literacy, including:
 - Patient-provider communication skills
 - Patient knowledge of health topics
 - Culture
 - Requirements of the heath care system
 - Situation and context
 - Disabilities
- Health literacy should be an issue of concern for all health care providers



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- There are four types of literacy that play a role in health literacy:
 - Fundamental literacy
 - Scientific literacy
 - Civic literacy
 - Cultural literacy
- Patients with limited health literacy can be difficult to identify—you can't tell by looking
- There are several tools/techniques you can use to help identify health literacy, including:
 - Knowing the population groups at high risk for limited literacy skills
 - Recognizing the red flags
 - Conducting a brown-bag medication review
 - Conducting a Newest Vital Sign assessment
 - Conducting a REALM assessment
 - Conducting a TOFHLA assessment
- When dealing with patients with limited health literacy, you should adapt your communication techniques
 - Provide a simple and clear message to help patients understand better the medical issues involved and to follow instructions
- The following basic methods can help improve communication with patients
 - Slow down
 - Use plain, non-medical language
 - Show or draw pictures
 - Limit the amount of information provided, and repeat it
 - Produce easy-to-read written materials
 - Confirm the patient's understanding of your message
 - Create a shame-free environment
 - Address the needs of patients with disabilities